

APRIL 8, 2020

CREATIVE RESTAURANT MARKETING DURING COVID19



The Goal:

To help Lowell restaurants become familiar with different social media marketing tactics/tools to increase brand awareness, customer loyalty and word of mouth marketing.



Agenda

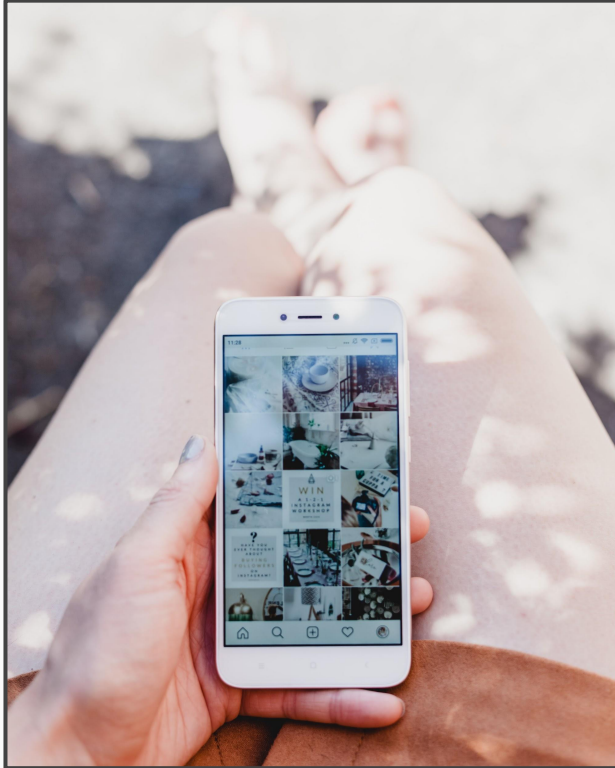
Webinar 1

- Check In
- Website
- Google My Business (GMB)
- Search Engine Optimization (SEO)
- Q & A

Webinar 2

- Check In
- Branding
- Social Media Marketing
- Tips after COVID-19
- Resources
- Q & A

#LowellRestaurants



We want to see your posts about this webinar! Tag **@tomo3603** on Twitter and **@DoBizInLowell** and add the hashtag **#LowellRestaurants!**

The Importance of Social Media

- Knowing how to leverage online platforms will help your restaurant stand out and increase sales
- Restaurants are a competitive business, their social media isn't any different
- Get your content in front of the eyes of people who make sales for you
- Gather more online reviews



Stats



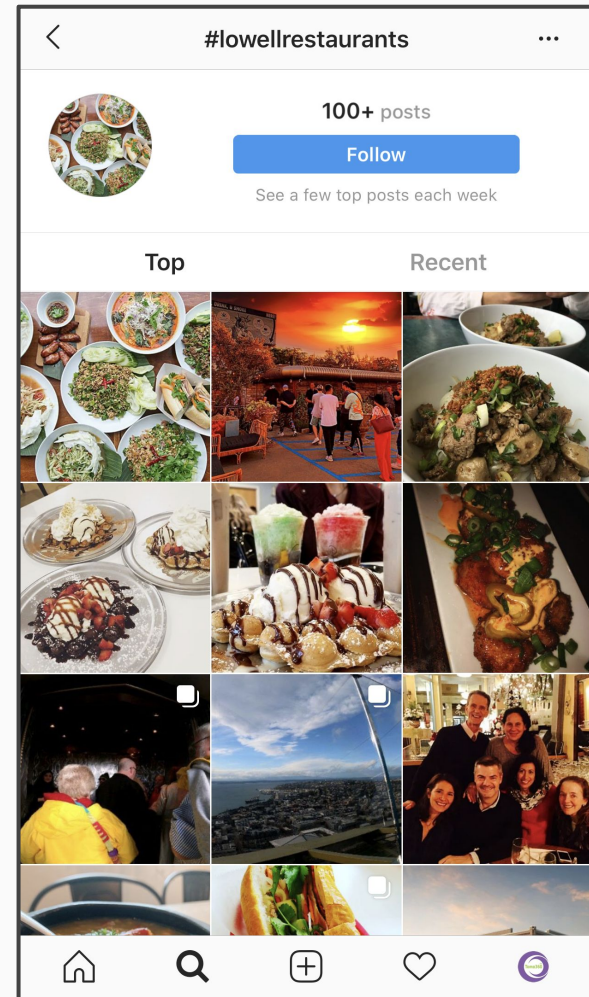
Credit: <https://bit.ly/2V0t90G>

- **63%** of restaurants use social media for advertising
 - It was the most common strategy in 2019
- **93%** of people view menus on social before dining out
- **49%** of consumers learn about food through social networks


When was the last time you wanted to try a new restaurant and you went to their Facebook or Instagram page to check out pictures of their food and reviews?


Online presence is **CRUCIAL!**


#Yummy #LikeLowell
#FoodInLowell
#DowntownLowell
#LowellRestaurants



Create Social Media Profiles That Matter

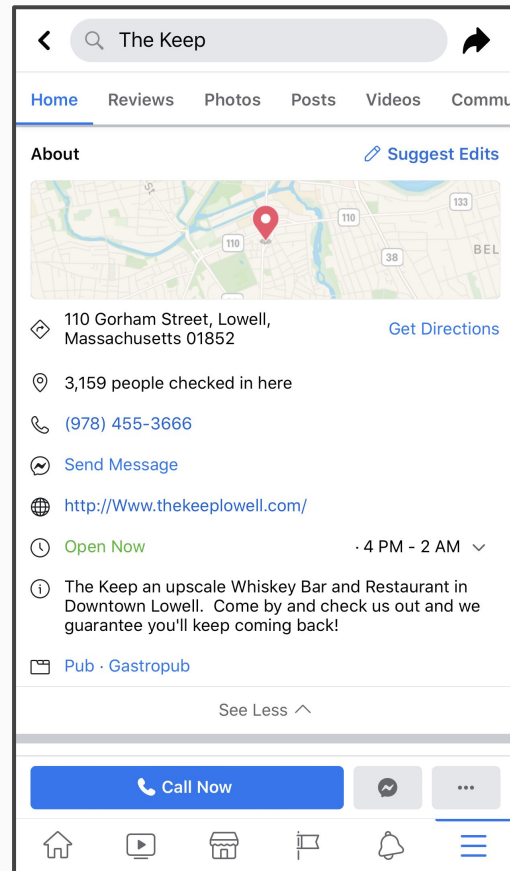
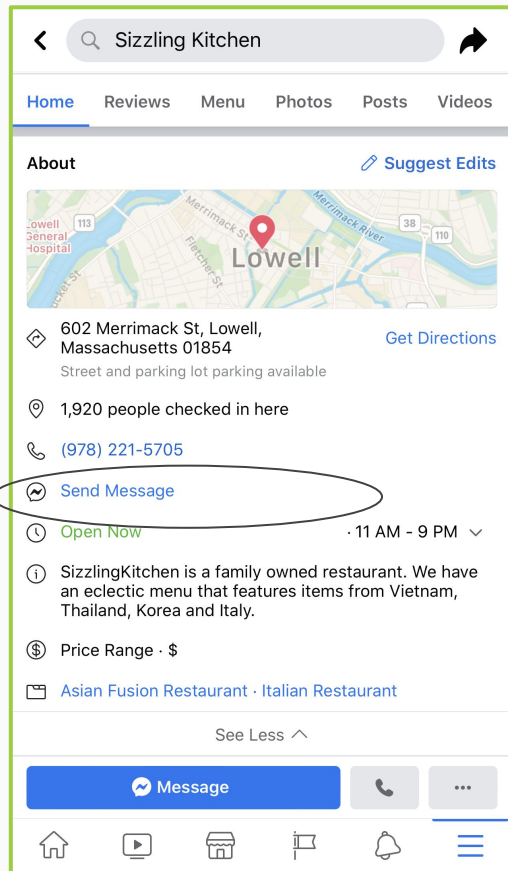
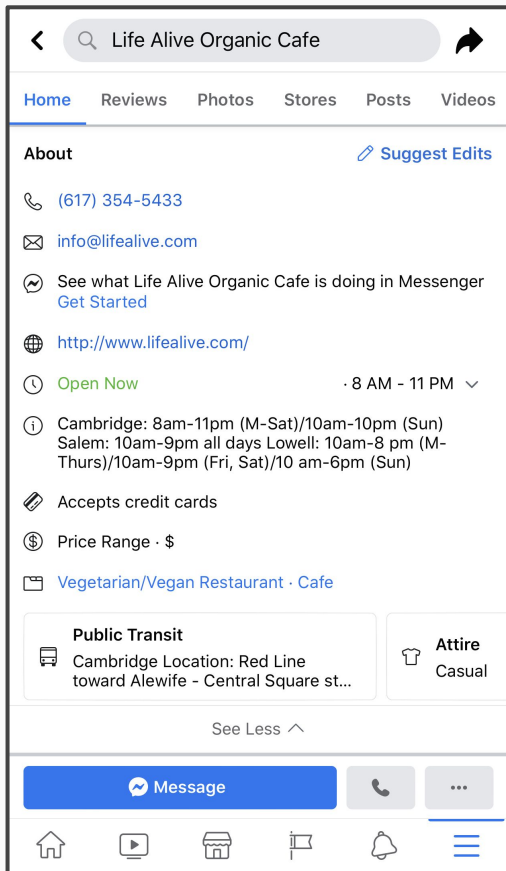
 **Facebook:** 49% of people search to find restaurants

 **Instagram:** #1 social media app for engagement with restaurant brands

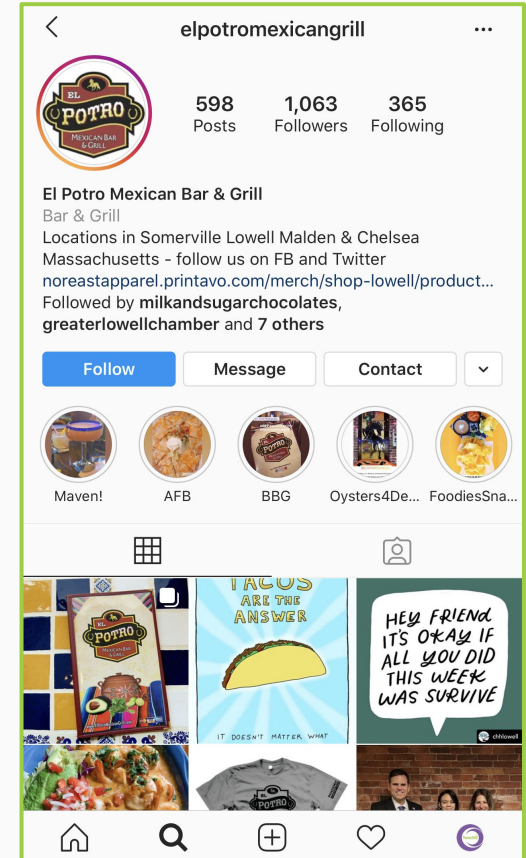
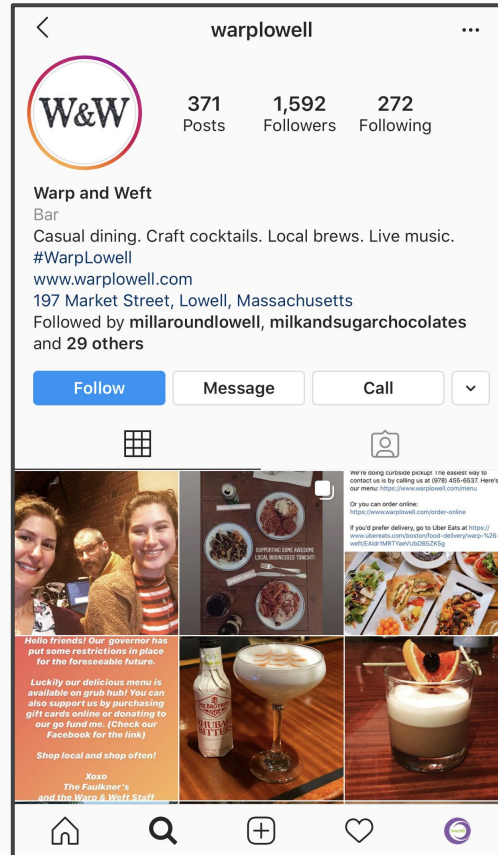
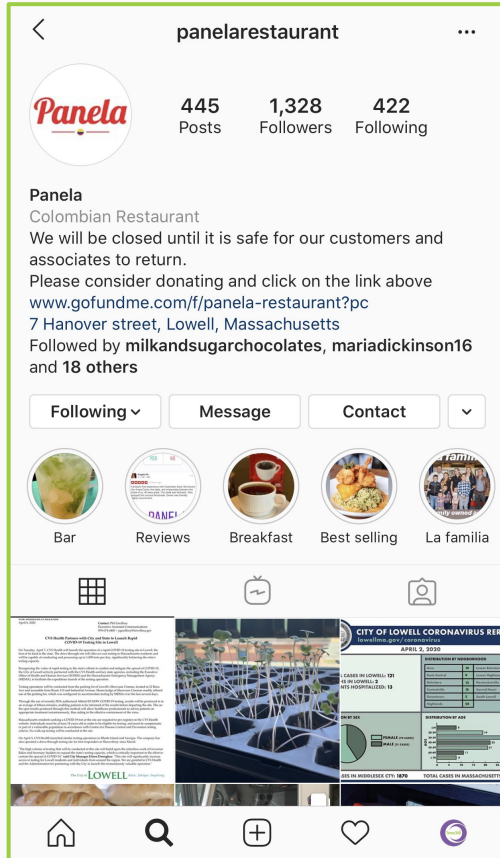
 **Twitter:** Compared to other social apps, Twitter users have the highest engagement with restaurants

- Name
- Address
- Phone number
- Email if applicable
- Hours of operation
- Link to website
- Short description

Facebook Profiles



Instagram Profiles



Twitter Profiles



Café UTEC
@CafeUTEC Following you

Clean slate, clean plate. Way more than your average lunch spot: a nonprofit [#socent](#) of [@UTEC_inc](#), offering work experience for young adults in need.

41 Warren Street, Lowell, MA [cafeutec.org](#)
Joined July 2014

1,244 Following 1,485 Followers

Followed by Spiceventure, City of Lowell Economic Development Office, Athena...

Tweets Tweets & replies Media Likes

★ Pinned Tweet

Café UTEC @CafeUTEC · 3/16/20
Keeping our young adults & staff safe is important to us. Our on-site dining will be closed for at least 3 weeks. There is limited catering & delivery available to a small team of full-time staff. If you're



Tavern in the Square
@TavernintheSq

Now in SHREWSBURY

Massachusetts [facebook.com/shrewsburytave...](#)
Joined January 2013

617 Following 1,011 Followers

Followed by Café UTEC, Crystal King, and Maria Dickinson

Tweets Tweets & replies Media Likes

Tavern in the Square @TavernintheSq · 2h
★ TOMORROW ★
TAVERN in the SQUARE
We're here to cook for you and your family so you don't have to.
OPEN DAILY 3PM-9PM
STARTING APRIL 1



Eggroll Cafe
@eggrollcafe

Official Eggroll Cafe Page

Lowell, MA Joined December 2009

45 Following 478 Followers

Followed by Lianna Kushi, The Flower Mill, Made In Lowell, and 31 others

Tweets Tweets & replies Media Likes

Eggroll Cafe @eggrollcafe · 7/2/19
We will be closing early on July 3rd at 7pm, and all day July 4th. Have a safe and happy Independence Day holiday!

Eggroll Cafe @eggrollcafe · 2/14/19
Happy Valentines Day from Eggroll Cafe!

Branding



What is a Brand

- A brand is a blueprint of your restaurant: a story, a visible brand, tone of voice, and a clear marketing position
- A brand gives visual and emotional cues to potential customers
- Branding is the look and feel of your brand



“Your brand is what people say about you when you're not in the room.” Jeff Bezos, CEO of Amazon

What Can a Strong Brand do?

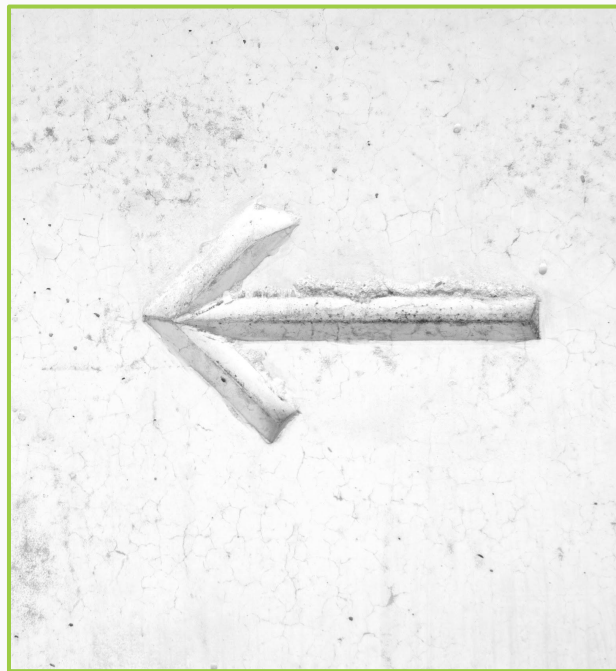
- Pay more
- Buy more
- Go out of the way to find you
- Advocate you to others
- Wait out in the cold for you!
- Loyal customers



Create a Brand Strategy

Mission Statement

- What is your promise to your customers, and why should they care?
- Why are you choosing to serve this type of food in this style?
- What are the values you are providing for your customers?



Mission Statement Examples

Make amazing food - Offer warm welcoming service - Give back to the neighborhood - Run an efficient, profitable business -
Make Flour a better place for both our customers and ourselves.

Flour Bakery

To inspire and nurture the human spirit - one person, one cup,
and one neighborhood at a time. *Starbucks*

Our mission is to inspire healthier communities by connecting
people to real food. *Sweetgreen*

Steps to create your brand



Photo credit: Douglas Spencer

- Aim to create an emotional connection with your customers
- Articulate your brand voice
- Decide on the look and feel of your brand
- Maintain consistent brand personality across all platforms

The goal is to establish a recognizable brand!

Dunkin' vs. Starbucks



DUNKIN'



Dunkin' and Starbucks have 2 distinct brands and you can tell just from the atmosphere of each one.

Trader Joe's Brand



BELIEVE-EAT-OR-NOT RECIPE Stay Home Soup



- 1 package TJ's Low Sodium Organic Butternut Squash Soup
- 1 tablespoon TJ's Olive Oil
- 1/2 TJ's Yellow Onion, diced

[Featured Recipe »](#)

FEARLESS FLYER March Flyer

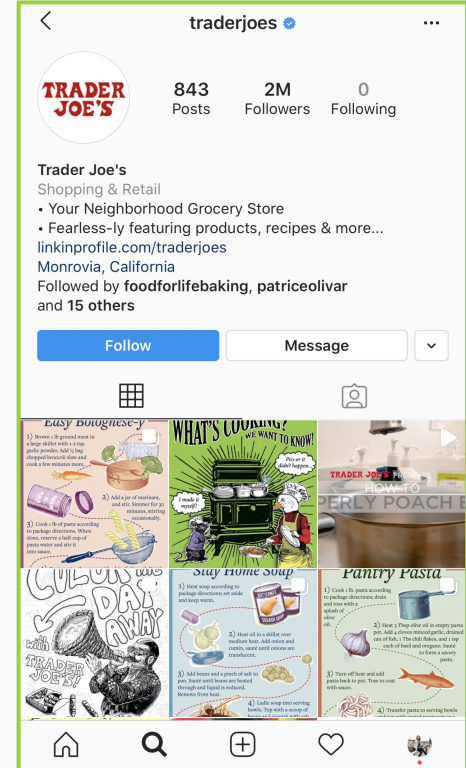


ANNOUNCEMENTS

- [Trader Joe's Stores That Are Temporarily Closed For Cleaning Related To COVID-19](#)
- [Supporting Our Customers Most Vulnerable to COVID-19](#)
- [Coronavirus Update: How Trader Joe's is Caring for Crew Members and Customers](#)

[Recent Announcements »](#)

DIG IN How to Properly Poach an Egg



Social Media Marketing



High Quality Images



The camera eats first!

- People judge food presentation over social media so make it look enticing
- You don't need a DSLR, a phone will do, but make sure there's good lighting
- Your whole feed doesn't need to be of food, but make an effort to sprinkle them in to catch your follower's attention

Utilize Video

Ideas:

- Record client testimonials
- Interview your chef
- Tell your story
- Announcements
- Facebook Live at events
- Recipes

Tips:

- Be authentic
- Focus on your local customers
- Have fun

Keep it short!

- **Instagram:** 30 secs
- **Twitter:** 45 secs
- **Facebook:** 60 secs
- **YouTube:** 2 min

Lobster Trap Commercial



Social Media Posts Ideas

- Behind the scenes pictures
- Get to know your staff
- Reshare user-generated content
- Promote or cross-promote community events
- Highlight new menu items
- Story behind the ingredients



Offer Incentives



- 79% of people only like a company's Facebook page for their incentives and discounts
- Incentives keep people coming back
- Another way to engage with your customers

Credit: <https://bit.ly/3aI5Vmp>

Offer Incentives

- **Rewards.** Introducing a points or spend-based system for giving out special rewards for repeat guests
- **Personalization.** Personalized messaging and automated email marketing: birthday wishes and gifting, exclusive offers, and perks
- **Seasonal marketing.** Building campaigns around holidays such as Easter, Father's Day, Valentine's, Thanksgiving, and so on

**Athenian Corner**
Published by Susu Wong [?] · April 3 at 5:35 PM · 🌐

We understand that Social Distancing Guidelines have eliminated the option to go out to dinner for Easter. You can still enjoy our Greek specialties and delicacies during Easter weekend, as we are still preparing individual meals and family-sized items for takeout. Call us and order today!

Ideas for your Easter Dinner...

- Mouthwatering Whole Leg of Lamb (serves 10)
- Our legendary Oven Roasted Lemon Potatoes
- Spanakopita
- Stuffed Grape Leaves
- Mousaka
- Pastitsio
- Greek Salad
- Thea's Secret Dressing + Marinade (sold by the bottle)
- Baklava...And many more items!
- Wine

Please visit our menu online
<https://www.ediningexpress.com/live20/230/477/> and our
Catering menu <https://www.ediningexpress.com/live20/230/482/>
to see a list of all your favorites, and remember: Why Fuss? Leave
the Cooking to Us! Then call to order: 978-458-7052



**ORDER GREEK
SPECIALTIES FOR
EASTER DINNER**

Contests



Athenian Corner

Published by Susu Wong [?] · January 16 · 🌐

#WinitWednesday has been extended and we are posting a NEW QUESTION! The first 3 people to answer the following question correctly (and also, the first three who have not won in the past 6 months) will win a \$25 gift card!

QUESTION: What do Greeks say and do when they say the same thing at the same time? Answers in Greek or English are OK!

New Contest Rules: Please feel free to play, but we are looking for new participants to be awarded prizes. Winners selected will not have...

[See More](#)

Win It Wednesday!

#winitwednesday



Published by Susu Wong [?] · March · © · 🌐

We love them ALL! Help us choose winners. Please vote for your favorite 3 Selfies at Athenian Corner! Comment below with your 3 favorite photos. Please use the photo numbers to vote. For example, a vote should look like this: "1, 4, 5" or "2, 3, 7." Enjoy! 📷👉



Selfie Contest! We need your vote!

8 Photos

568

186

[Boost Post](#)

Athenian Corner

Published by Hootsuite [?] · March 11 at 5:10 PM ·

Congrats again Corey on tying for 2nd place in the [#SelfieAtAthenianCorner](#) contest! Some people have all the luck. Long arms, lots of hats and always winning!
[#Selfie](#) [#FeelingCute](#) [#WinItWednesday](#)

Thank you everyone for submitting a photo or voting! 📷👍❤️😊

WINNER!



Athenian Corner



Restaurant

#SelfieAtAthenianCorner

Engagement

- Over **200 million posts** were tagged as food and **23 million hashtags** for drinks and food photos on Instagram
- Think of social media engagement as a **long-term relationship** with your followers



How to Engage



- Respond to reviews
- Re-share user generated content
 - Your customers are doing the work showing off your company!
- Retweet, re-share and like other content
- Ask your followers questions / polls
- Tag relevant people in your posts

How to Increase Followers & Engagement



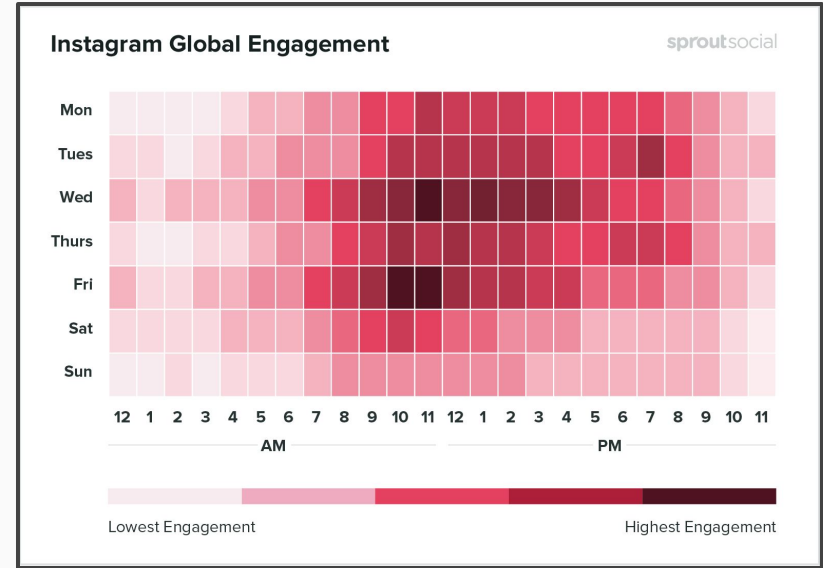
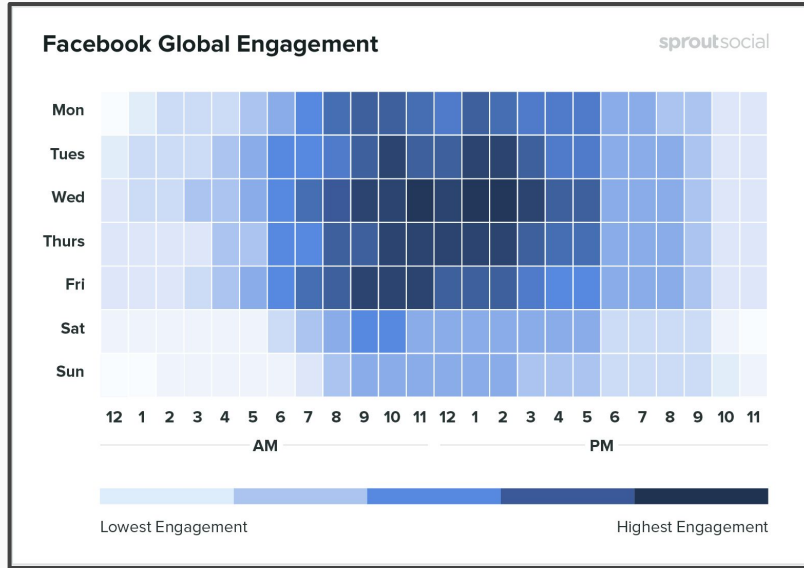
- Make sure your social media posts are cohesive with your company's brand
- Like and leave comments on other accounts in the industry
- Create thoughtful captions
- Use appropriate hashtags

How to Increase Followers & Engagement

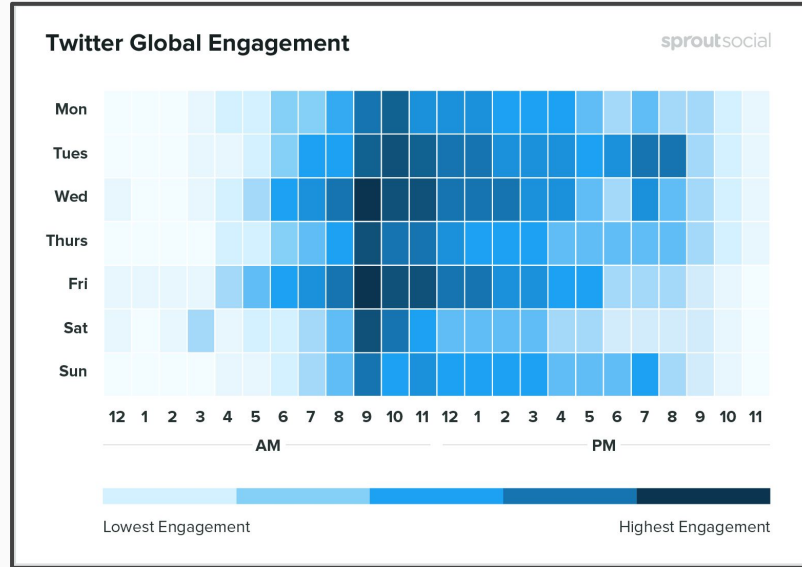


- Create Instagram-ready wallpaper and props
- Geotag with the current location
- Search for food bloggers, brand ambassadors
- Cross promote
- Post during optimal times

Post During Optimal Times



Post During Optimal Times



Credit: <https://bit.ly/3c33LhN>

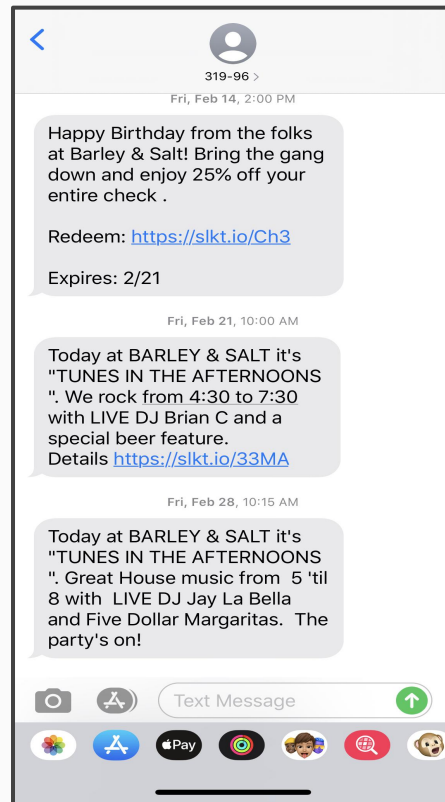
Cross Promote

Email sign-up

- Add email sign-up to Facebook
 - Build an email list to nurture leads through loyalty program
- Multichannel marketing can help maximize opportunities and bring in new revenue
 - The idea is to implement a single strategy across multiple channels or platforms such as promotional events, text or email
- Local online marketing and ads

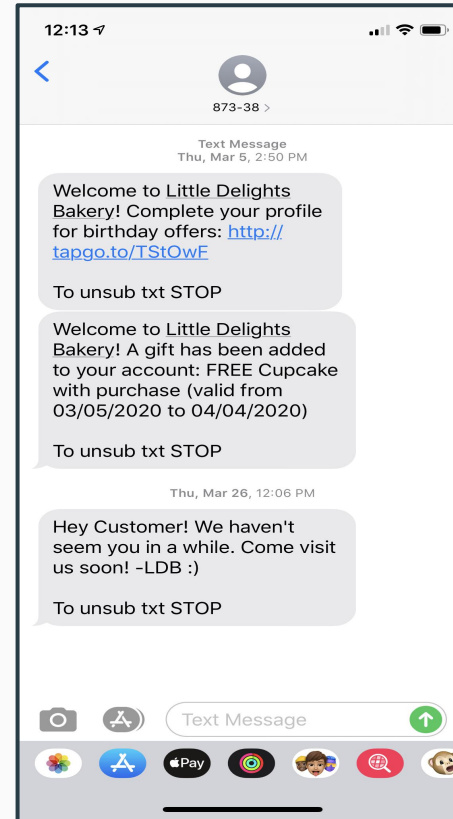
Text Messaging Marketing

- Text marketing has a higher open rate than email marketing
 - 98% versus 20%
- Promotions, notifications, holidays, birthdays, etc.
- Text vendors:
 - Twilio, TrueDialog, EZTexting, SimpleTexting



Text Messaging Marketing

- Text marketing involves bulk text messages sent to qualified leads
- Create an enticing offer to text to join
- Let them know the type of texts and how often they receive a text
- Customers must consent to receive texts from you



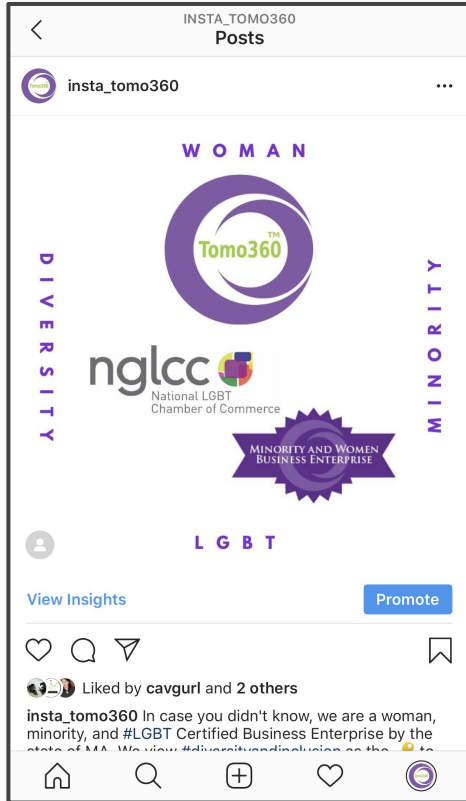
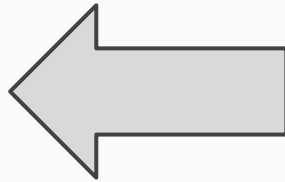
Social Media Tools



Canva

Graphic design platform to help you create social media graphics, presentations, posters and more!

At Tomo360, we use Canva to make custom graphics, often times to include our logo.



Hootsuite

If you're serious about scheduling your posts, Hootsuite is a great platform.

\$29/month for the Professional Plan



Benefits
Can control up to 10 accounts
Unlimited scheduling
Key performance metrics

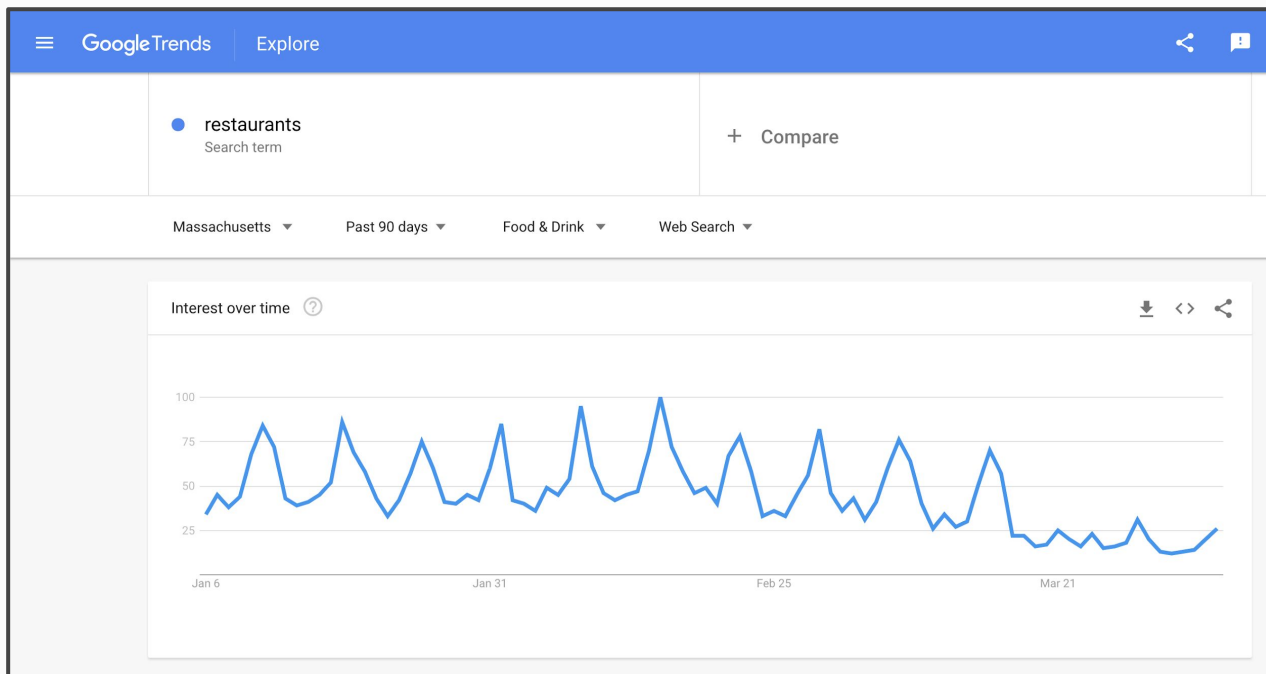
Google Alerts

- A free monitoring tool that notifies you whenever a web page shows any type of relevant content that contains a keyword or phrase specified by you
- Set up a Google Alert to catch any mention of your restaurant's name, owner or even your competitors
- ----> alerts.google.com



Google Trends

Social media is the easiest way to keep up with the latest trends. Learn more with Google Trends.



Analytics

- Understand your audience
- Which social media platform is the most successful
- Will help to generate better content
- Understand your competition
- Develop a clear strategy



How to Market After COVID-19



Getting the Word Out

When people are allowed back into establishments, you best believe there will be a flood of people amped to get out of the house and get their first taste of dine-in cuisine. Some helpful tips:

- Communicate through social media, keep your loyal fans in the know
- Make sure that your Google My Business profile is updated with your hours and any other important information
- Entice people to return with incentives and beautiful pictures of your food



Tips After COVID-19



- Communicate the deep clean precautions you're undertaking to prevent COVID-19
- Come up with a new menu by focusing on your highly profitable and popular items on your menu (consider family menu)
- Make sure your takeout process is efficient
- Sell online gift cards
- Let people know you're ready to open for business!

Helpful Resources

- [You've \(Temporarily\) Closed Your Doors. Now What?](#)
- [Industry News & Trends Resources and Relief Programs Available to Restaurants During COVID-19](#) An ongoing
- [How to apply for federal relief loans](#)

More Helpful Resources

- The **State allows restaurants to offer alcohol delivery and takeout** - Governor Baker signed into law a bill that allows Massachusetts restaurants to sell up to **192 ounces of malt beverage and 1.5 liters of wine per transaction** through delivery and takeout
- Available resources can be found at the City's Economic Development website:
 - <http://lowellma.gov/1407/COVID-19-Business-Resources>
- Subscribe to the [Economic Development Newsletter](#)
- You can contact the Economic Development Team directly at **DoBizInLowell@LowellMA.gov** or [here](#).

Q & A



ESPRESSO

COUNTRY

RWANDA

ORIGIN / FARM

RUBALI

PROCESS

NATURAL

FILTER NO 1

COUNTRY

PANAMA

ORIGIN / FARM

PANAMA LOT 129A

PROCESS

NATURAL

FILTER NO 2

COUNTRY

BOLIVIA

ORIGIN / FARM

LAKE

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linkedin.com/company/Tomo360



www.tomo360.com

TEXT TO SIGN UP FOR OUR MARKETING TIPS!

Text: 22828 + Enter: TOMO360

Contact Lowell Economic Development



facebook.com/dobizinlowell



[@DoBizInLowell](https://twitter.com/DoBizInLowell)



www.lowellma.gov



Final Words

We know this is a challenging time right now. We hope these restaurant marketing webinars help you navigate the social media landscape. Please don't hesitate to reach out if you have questions. **We're all in this together.**





THANK YOU